

RETAIL NEWS

Red Wing Shoe Company • volume eighteen, 2006

Red Wing Introduces New Co-op Management System

Red Wing Brands of America is proud to announce an enhancement to our co-op advertising program with the launch of an online **Co-op Program Dashboard**. This new tool will provide you with more flexibility and information to manage your co-op dollars and advertising programs. This new tool will provide easier reconciliation, quicker claim processing, quicker reimbursement, enhanced promotions and much more.

The Dashboard tool is a real-time web based solution providing you with detailed information on your account accruals, claim status and transactions when and where you want to access it. You will have the ability to view information over program periods such as:

- Date of claim receipt
- Claim invoice and audit details
- Digital images of claim documentation
- Real-time balance of accruals
- Media expenditures
- Date and credit number related to reimbursement

Some of the features include:

Online review of co-op budgets and transactions

- Visit <http://www.redwingshoes.com/dealers/>
- Click on Co-op Program Dashboard
- Sign on with your Red Wing account number and you will be given a password (you will have the option to change this password after 30 days.)

Online prior approvals

Easier claim submission: The new tool is designed to cut down on the paper requirements and postage for your store and Red Wing. Online submission or submission via fax machine will provide for faster turnaround times on claim processing and reimbursement.

- *Online:* Program participants will have the ability to start the claims submission process right from their store by entering the claim in the Co-op Program Dashboard.
- *Via fax:* Fax your claim information directly to co-op headquarters. The fax number is: 586.369.4604
- *Traditional mail:* While you can still submit your claims via regular mail, we strongly encourage you to opt for the online or fax submission. Claims received via regular mail will take longer to process. This will result in delays for your claim processing and co-op reimbursement.

Access to all program materials

The Dashboard will also provide easy online access to all relevant information needed for the program participants such as:

- Media Library
- Red Edge
- Forms
- Guidelines
- Contact information
- "How To" guides
- Message Center: For those of you who have Internet access, we will no longer be mailing out quarterly co-op letters. All updates will now be posted through the Message Center.

Ability to grow and continue to make it easier to do business with Red Wing Brands of America

The new co-op solution provides you the ability to manage your program as much as you want, while providing you quick access to the information you need. In the future additional features will be added with the goal of making the Red Wing co-op program one of the best in the industry.

If you have any further question, please see your sales representative or call 800-538-5647, option 2 co-op line and speak with Michele Just or Elaine McDonnell.



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2007 Co-op Terms Updates

Red Wing Reimbursement

- 25%/75% for dealer created materials
- 50%/50% for ad materials from the 2007 Red Wing dealer kit
- 75%/25% for Red Wing sponsored programs
- 100% for special Red Wing offers.

Please remember motorcycle materials are eligible for co-op.

Red Wing Casuals

- Your allowance for 2007 is based on the previous year purchases.
- Your Casuals co-op can be combined with work brands co-op to promote casuals for a 50%/50% reimbursement.

Finally, please watch for your letter with information about your 2007 balance and these new policies to come soon.

Second Pair Sales Video

Red Wing has developed a 10-minute training video demonstrating different techniques as suggestions for second pair sales. The video specifically addresses the concept of selling Red Wing Casuals as an add-on sale because the product category is relatively new and the selling process is different from the customary work category. Due to the variety of Red Wing customers we service, the video provides examples of how you and your staff might obtain that second pair sale so order these today for ideas on capturing extra sales.

Item #: 94267

Price: \$10.00

Co-op: 50% eligibility

Availability: Now

Reminder: New Service Charge(s) For Small Orders

Red Wing Brands of America has changed our service charge(s) for less than case load orders (less than 6 pair). The new service charge of \$5.00 per order on orders of less than 6 pair will apply. The service charge for all drop ship orders is now \$5.00 per pair. When possible we encourage you to plan your orders accordingly to avoid this additional charge.

Product Change – Red Wing #4212

Please note that Red Wing Pecos product #4212 (from the December 2006 New Product Guide) has a change and is now waterproof. Features include full grain waterproof Crazy Horse and Turbo Vegas leathers, Steel Toe, Electrical Hazard protection, ASTM Rated, and Rubber PU Barbed Wire Sole. Delivery is estimated for August 2007 and wholesale cost will change to \$98.00.

Red Wing Shoe Internet Policy

1. Our current distribution policy does not allow Red Wing branded work products to be sold via electronic commerce. Our Red Wing Casuals, Motorcycle, Carhartt Footwear, Vasque, Irish Setter and WORX™ brands can be sold on the Internet. Please note our mail order policy for the Red Wing Shoes work products also prohibits having any consumer place footwear orders by telephone, e-mail, or mail unless they have already visited your store and been properly fitted.
2. Red Wing Shoe Company's trade names and trademarks are the possession of the Red Wing Shoe Company and cannot be used as part of your web site address (domain name), in whole, in part or in combination. These names and marks are listed below. Trade names and trademarks can be used on your home page so search engines will pull up your site when a person uses the word in a search.
3. Product photography is available on-line. Please visit the dealer section of redwingshoes.com and click on the Media Library section to access. If you are a first time user please contact Clare Pavelka, 651.385.1104 for a user name and password. Only product photos may be scanned from our catalogs to be used on your web pages. Other photos used in the catalog are limited to printed catalogs only and do not extend to use on the Internet. You will be responsible for any user fees or penalties assessed by the artist/photographer if you use the photos without permission.
4. Your store name must be visible on every screen or page on which our trade names or trademarks appear. This includes pages that could be printed by a viewer.
5. Red Wing Shoe Company's advertising department prior to use must approve all web sites using any of Red Wing's trademarks and trade names. We will review the quality of the images, the way in which the trade names and trademarks are being used and copy of taglines associated with our brand image.

All approval requests should go through Elaine McDonnell at Red Wing Shoe Company at (651) 385-1244 or e-mail elaine.mcdonnell@redwingshoe.com. Please allow 10 business days for approval. If you have any questions about our Internet policy for the Red Wing Shoes brand, please contact Peter Engel at (651) 385-1768 or e-mail peter.engel@redwingshoe.com.

Red Wing Shoe Company owned trade names and trademarks:

- Red Wing Shoe Company, Inc., Red Wing Shoes, Red Wing Shoe, Red Wing, Red Wings
- Irish Setter, Irish Setters, Irish Setter Sport Boots
- Vasque, Vasque Outdoor Hiking Boots
- WORX™
- ComfortForce, Comfort that never quits
- Pecos, Grip-Tec, Hassle-Free, R Factors, SuperSole, SuperSole 2.0, TECH TOE
- Red Wings for Women



Direct Mail and Spring Insert Program Updates

We are excited to introduce a new look for our direct mail and spring newspaper insert program. The new tri-fold brochure mailer is available in two designs, which are customizable so you can connect with YOUR customers through YOUR store!

The first design features Red Wing, WORX, motorcycle, Red Wing Casuals, apparel and footbed information and discounts. The second option is designed for stores with Red Wing and WORX products and features soft, steel and new King-toe product information and coupons.

The estimated cost for the new direct mail piece is \$.40/each, which is a very minimal increase in comparison to the value the new piece offers as a professionally designed, personalized and informative mailer. In addition, the direct mail program is 100% co-opable and will be mailed in late March.

For those interested in the newspaper insert program, we will continue to work with Mobium/Sable for placement in your local paper. They will determine final pricing and the insert will be distributed in late March. Again, the piece is personalized as you choose your coupon selections and is 100% co-opable.

Don't forget to sign up for this opportunity as the new piece offers information at a relatively low cost. You will be receiving a letter in early January with sign up specifics. Please contact Mike Rudquist at michael.rudquist@redwingshoe.com or 651.385.6568 with any questions.

2007 Catalogs, New Product Guides & Price Lists

Watch for your new Red Wing, WORX and Carhartt wholesale and new product catalogs and price lists in the month of December. These items are available for order using the following item numbers:

Red Wing/WORX Wholesale Catalog: **94308**
 WORX Service Catalog: **94000**
 WORX Service Consumer Catalog: **94004**
 Carhartt Catalog: **94129**
 Carhartt Price List: **94143**

Red Wing Wholesale Price List: **94781**
 WORX Wholesale Price List: **94008**
 WORX Service Price List: **94007**
 Carhartt Consumer Catalog: **98318**

Red Wing Industrial Catalog

The new Industrial catalog is available. The catalog includes all the best selling Red Wing and WORX steel toe products and is a great reference tool.

Item #: 94018 • Quantity: Each • Price: \$2.00

Red Wing Consumer Catalog

The new Red Wing Consumer catalog is now available. This catalog showcases Red Wing and WORX products. Please note that custom printed catalogs are no longer available.

Item #: 94841 • Quantity: LT/100 • Price: \$75.00

Red Wing product update - 616 Logger/Lineman Boot

Please note that style #616 9-inch Logger/Lineman Boot in the 2007 Red Wing Wholesale catalog (page 40) is in **brown** Gaucho Crazy Horse leather. The image in the catalog is black, which is incorrect.

New Size Options For Red Wing Loggers

Red Wing is adding more size options to our successful new logger styles, # 616 and # 4417. These styles now offer "B" widths in sizes 9-14. The new sizes will be available for March 2007 delivery. The strong demand to date for these loggers tells us that expanding the size availability will help you increase your sales to customers that require a "B" width boot.

Free Centennial Brochures Available

The story of the Red Wing Shoe Company, from its humble beginnings in 1905 through our centennial year, is now available for free, including free shipping. It makes for a great envelope stuffer when invoicing customers or a shopping bag addition at the time of purchase. This item fits in a standard #10 envelope and comes in lots of 50. To order, contact your customer service representative.

Item #: 94859 • Quantity: Lot/50 • Price: FREE



Red Wing King Toe Size Offering Grows

This past fall, Red Wing introduced the King Toe series; new work boots with a non-metallic toe. The King Toe series features a toe box with 44% more wiggle room than our traditional safety toe products. To date the sell-through on these boots has been very successful. Due to their popularity, we have expanded the size range offering. The new sizes and widths are as follows:

Style#	New Size(s)
2234	H 8-14
2235	B 9-15, D 6, 6½, 16 H 8-14
2237	H 8-14
2239	B 9-15, D 6, 6½, 16 H 8-14

All of these new styles will be available for a June, 2007 delivery. If you have yet to add the King Toe series to your store, please call your Red Wing sales manager to schedule a review of these exciting new styles.

Irish Setter Aero Tracker Awarded "Best of the Best"

The Irish Setter Aero Tracker has been named "Best of the Best" by *Field & Stream* for the hunting boot category. This is a wonderful honor and achievement for the brand as *Field & Stream* is the largest outdoor publication with a circulation of 1,500,000.

The Aero Tracker was described by *Field & Stream* tester, "These hunting boots are not tennis shoes, but they will breathe like them. Every other boot I can think of attempts to move air inside. This pair actually expels it to the outside." Testers devoted three months to rigorously test each product and any that failed to withstand were immediately eliminated. The Aero Tracker performed above and beyond, winning the prestigious title against competing products. In addition to months of testing, the winning products were ultimately selected based on significance of the innovation, quality of the design, and the value they bring to hunters and fishermen. Please share this information with your customers, as it's important to highlight the awards we receive regarding new technology and innovation.



Letters From Our Customers

I just wanted to let you know that I love your shoes. I wore your Velocity trail running shoes in my first 50K over the weekend. The race was held on a rocky dirt/gravel forest service road, so the stone shield helped out tremendously. I didn't blister at all until around mile 20 when my feet were beginning to swell. Even then, I only got blisters on the end of my second toes. I was able to finish in 5 hours and 52 minutes (I think I was 4th or 5th overall for the women, but official results are not posted yet) This shoe is the closest thing I have found to perfect for me- even though it's got the stone shield and rugged sole, it's still very lightweight with great stability. I plan on buying another pair in a larger size to switch to when I run in longer races. Thanks!

AC

As I was putting on my boots this morning, I decided that I just had to find you and tell you how much I appreciate the comfort, usefulness, and durability of your boots. Checking your website, it looks like I have a pair of 202 6". They fit like a glove, are so comfortable, and have lasted for at least 8 years. This is the second pair I've owned in my lifetime. I'm a teacher in central Illinois who lives on a small farm, so I wear them weekends and summers. I look at them and see all of the care that you put into their design and construction. Thank you for all of your great efforts to make such an excellent product.

IN

I bought my first pair of Red Wing boots (2326 - Steel Toe) and wore them for the first time this week. I am so pleased – I love these boots! Never have I worn a more comfortable pair of shoes. The first day I wore them was as if I'd been wearing them for months. They feel "worked in" and hug my foot so perfectly. I'll never buy another brand of work boot, ever. Keep up the good work!

SS

I am returning to the states after two years in Iraq serving our country as an aviation contractor and would like to compliment you on your excellent boots. I wore your boots for my entire tour and would really like to let you know that these are without a doubt, the best boots I have ever owned, hands down. They are really comfortable and very durable, even in the extreme heat of this desert environment... we saw days as high as 120 degrees this past summer. Upon my return to the states, I will be retiring the two pairs I currently own and will hit the nearest Red Wing Store for a brand new pair. Please let your employees, sales people and families know... my feet appreciate your quality product. It is good to see that in today's world, Quality is not just a word used in some advertising ploy.

MB

I have a story about a brand new pair of Red Wing boots and a motorcycle accident with ten broken bones, several cuts and two perfectly healthy, but still odiferous, feet. I'd really like to be able to thank someone with the authority and integrity that made my pair of boots. Because I am still able to walk, I feel like I have some value and purpose in my life. If my feet had been injured, I'd be facing about six months in traction in the hospital, with people having to take care of me. Thank you all!

DC

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